

**PHILIP MORRIS USA**

**INTER-OFFICE CORRESPONDENCE**

120 PARK AVENUE, NEW YORK, NY 10017-5592

TO: File

DATE: December 18, 1992

FROM: Alejandro Lopez

SUBJECT: **Marketing Perceptions-New Flavor Exploratory-\$15,875**

**Project:**

Attached for your approval is a Letter of Agreement between Marketing Perceptions, Inc. and Philip Morris to conduct a total of four mini focus groups for New Flavor Exploratory.

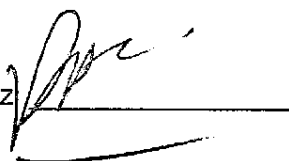
**Budget:**

The cost of conducting this research is \$15,875  $\pm$  10% and will be covered by the 1992 Consumer Research budget.

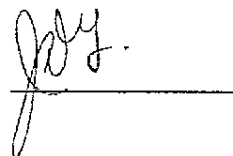
**Competitive Bid:**

Marketing Perceptions, Inc. was selected as the supplier for this project due to their expertise in conducting focus groups.

Alejandro Lopez



Legal



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